ABSTRACT OF THE DISCLOSURE

The user terminal 110 executes a search condition input tool 111 according to sample video data stored therein beforehand to create a first media feature value 121 (correct feature value) to be assumed as a reference for searching for a media recognition site. The media recognition server 150 recognizes the sample video 119 and transmits a second media feature value that is a result of the recognition to the user terminal. The user terminal 110 then compares the correct feature value created beforehand with the second media feature value that is a result of the recognition executed at the media recognition server to select a media recognition site that executes the recognition processing according to a user's request.